

Alcohol, Tobacco and Drug Habit Cures



Prepared and Issued by the
PROPAGANDA DEPARTMENT
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SOME QUESTIONS ANSWERED

WHAT IS THE AMERICAN MEDICAL ASSOCIATION?

It is the national organization of the medical profession and is made up of the combined membership of the various state medical associations, which, in turn, are made up of local (district or county) medical societies. More than 85,000 physicians are members of the American Medical Association, among them being the leading members of the medical profession of the country. Of these members, more than 47,000 are Fellows, i. e., members who have associated themselves to form the Scientific Assembly.

WHAT ARE SOME OF THE THINGS THE AMERICAN MEDICAL ASSOCIATION IS DOING?

It publishes, weekly, *The Journal of the American Medical Association*, the leading medical journal of the United States, having a circulation (averaging over 70,000 weekly) far exceeding that of any other medical journal in the world.

It maintains a:

Chemical Laboratory.—This makes original investigations of a purely scientific nature and also analyzes nostrums of various kinds.

Council on Pharmacy and Chemistry.—This investigates and passes on medicines used by physicians.

Council on Health and Public Instruction.—This (a) cooperates with other organizations interested in public health; (b) prepares and distributes pamphlets and educational posters on various subjects relating to public health; (c) conducts a bureau of information regarding laws, ordinances and regulations affecting and conserving public health, and (d) represents the medical profession in organizations and movements for better health.

Council on Medical Education and Hospitals.—This (a) conducts a clearing house for information regarding medical colleges, medical and premedical education and licensure and hospitals; (b) inspects and classifies medical colleges and investigates hospitals, and (c) publishes annual statistics on these subjects and issues pamphlets for the information of physicians, prospective medical students and others interested.

WHAT IS THE PROPAGANDA DEPARTMENT?

The "Propaganda for Reform" is one of the departments of *The Journal*. It has for its primary object the dissemination of information on the nostrum evil, quackery and ailed subjects. It has become a clearing house for information on the subjects with which it deals. Federal and state health officials, municipal health departments, teachers in schools and colleges, editors of magazines and newspapers, health officials in various parts of the world refer inquiries to the Propaganda Department for information on medical frauds of all kinds.

Information Collected.—Through: (a) Original investigation supplemented, when necessary, by analytical work done in the Chemical Laboratory of the American Medical Association; (b) Data received from state and municipal boards of health and federal reports; (c) Information published in technical and lay journals, both domestic and foreign; (d) Reports of special commissions.

Information Disseminated.—Through: (a) The Propaganda Department of *The Journal*; (b) Letters in answer to inquiries; (c) Matter published in books and pamphlets; (d) Educational placards, and (e) Public lectures, illustrated with lantern slides.

Many newspapers and magazines call on the Propaganda Department for information regarding the advertising of products that come under the purview of the Propaganda Department. The Associated Advertising Clubs of the World, through its National Vigilance Committee, keeps in touch with the Propaganda Department.

Large business organizations, having departments for looking after the health and safety of their employees, call on the Propaganda Department for information regarding medical devices and products that may be offered to their workers. These organizations have also purchased, for the use of their employees, large quantities of the book "Nostrums and Quackery" and of the pamphlets on the nostrum evil.

The Functions of the Propaganda Department Are
Wholly Educational in Character—Not Punitive

ALCOHOL, TOBACCO AND DRUG HABIT CURES

ALCOLA

Most newspaper readers are familiar with an advertisement that, on its face, seems to originate with a Mrs. Margaret Anderson, Hillburn, New York. The reader is told to "write to this woman if you want to stop a man from drink." Those who read advertisements rather carefully, but who are not familiar with the tricks of the trade, may be surprised at the numerous addresses from which "Mrs. Anderson" advertises. From a few advertisements of this concern in *THE JOURNAL* files "Mrs. Anderson" seems to live at no fewer than twelve different addresses in Hillburn, New York. The scheme is a common one of mail-order quacks; "keying" the advertisements to determine which newspaper or magazine brings in the largest advertising returns. But it is not Mrs. Anderson who desires this information, for this woman of Hillburn, New York, is but the stool-pigeon for the Physicians Cooperative Association, 1006 South Michigan Avenue, Chicago, which sells a "cure" for drunkenness that it calls Alcola.

We understand that the men behind the Physicians Cooperative Association are Edward F. Stace, M.D., and Joseph C. Flowers, M.D. These men are also said to be the chief officers of a concern that operates a "correspondence school" of salesmanship.

THE STOOL-PIGEON

According to the older advertisements, Mrs. Anderson cured her husband of drunkenness. More recently, she is credited with having "cured her husband, her brother, many of her neighbors and hundreds of friends." She did this—also according to the advertisements—by means of a "simple inexpensive home remedy." Should you wish to stop a friend or relative from drinking, "she will gladly tell you just what it is." And "the remedy is perfectly safe and easy to use and the drinker's knowledge or consent is not necessary."

Mrs. Anderson does not want your money; not at all! "So there is no reason why you should not write her at once." Should you write, you will receive a printed letter, skillfully designed to imitate a hand-written communication, in which she describes how she learned of the wonderful Alcola, which is sold only by the Physicians Cooperative Association, Chicago. She has written to the Chicago concern, says the letter, asking them "to send you a trial treatment." Sure enough, a letter comes from the Physicians Cooperative Association stating that the company had learned from Mrs. Anderson "that you wish to stop drinking," hence they are sending a "trial treatment."

The trial treatment consists of nine tablets. Three of them, the No. 1 tablets, are pale yellow in color; three others, the No. 2 tablets, are about the same size as the yellow tablets but are of a light chocolate color; the remaining three, the No. 3 tablets, are pinkish-gray. The instructions are to give tablets Nos. 1 and 2 alternately, one tablet three times a day at meal times, tablet No. 3 is to be given when the patient has been "drinking to a noticeable degree."


Should the trial treatment not convince the prospective victim that it was worth while to send the \$5 that is—at first—asked for the "complete treatment," he is bombarded with the usual series of follow-up letters. Like every mail-order medical fake, the price asked for Alcola decreases as time goes by. As a final resort, the company sends what purports to be a personal letter from its "medical director," Dr. Edward F. Stace, urging the person written to to send for the treatment at the specially reduced price. Should \$5—or less—be sent for the complete treatment, the purchaser receives a small card-

BEVERLY HILLS, CALIF. DRUGS AND COSMETICS, INC. 1925

WRITE TO THIS WOMAN

**If You Want to Stop a
Man From Drink**

She cured her husband, her brother and several of her neighbors, and now she generously offers to tell you of the simple, inexpensive remedy that she so successfully used. The remedy can be given to the patient unnoticed, so there is no publicity of your private affairs. She is anxious to help others, so we earnestly advise every one of our readers who has a dear one who drinks to drop her a line to-day. There is no reason why you should not write her at once. Of course she expects that you are yourself personally interested in curing one who drinks, and are not writing out of mere curiosity. Send your letter in confidence to her home. Simply write your name and full address plainly in the coupon below and send it to her.



MRS. MARGARET ANDERSON
843 HOME AVE., HILLBURN, N. Y.

Please tell me about the remedy you used to cure your husband, as I am personally interested in one who drinks.

Name.....
Address.....

In answering advts please mention HUMAN LIFE

A typical Alcola advertisement. Notice that no reference is made to the concern which sells Alcola, neither is there any mention of the preparation itself.

board box in which are three small boxes labeled, respectively, No. 1, No. 2 and No. 3. These small boxes contain tablets identical in color, size and general appearance with those sent as a trial treatment. The instructions for using these tablets are the same as those which came with the "trial treatment."

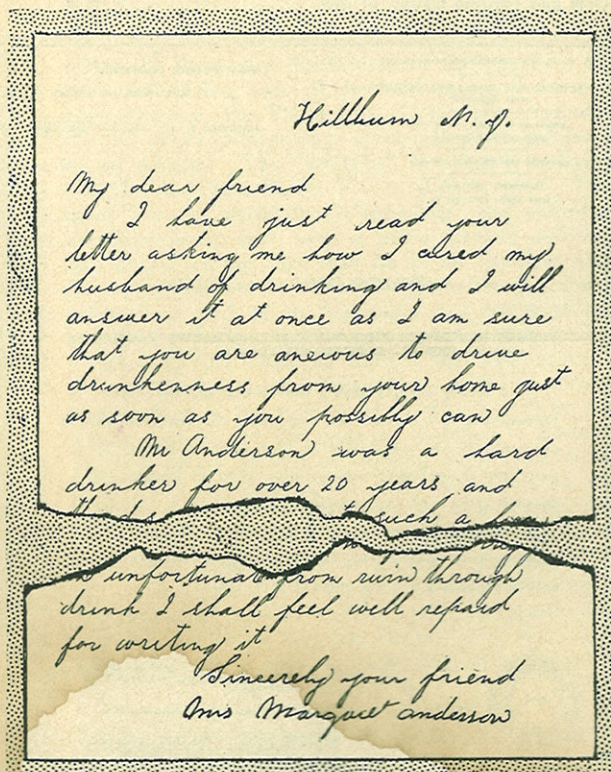
The tablets were analyzed in the American Medical Association's laboratory with the following results:

LABORATORY REPORT

Box No. 1.—This package contained 62 pale yellow tablets, the average weight of each of which was nearly 6 grains. The examination indicated the presence of the following drugs in the quantities given:

Caffein (anhydrous)	3.81 per cent.
Strychnin	0.28 per cent.
Talc	3.19 per cent.
Starch	1.37 per cent.
Milk sugar	83.76 per cent.
Gum and coloring matter, of each.....	a trace

Each tablet contained an average of about $\frac{1}{4}$ grain (0.23) of caffein and nearly $\frac{1}{100}$ (0.017) grain of strychnin.



Photographic reproduction (reduced) of part of the letter received by those who write to Mrs. Margaret Anderson. It is rather skillfully printed to imitate handwriting, and comes on a tinted note paper, such as is used in social correspondence. It is in this letter that Mrs. Anderson tells her correspondents that she is asking the Physicians Cooperative Association to send them a "trial treatment" of Alcola.

Box No. 2.—This package contained 62 light chocolate-colored tablets, the average weight of each of which was about 5.6 grains. The examination indicated the presence of the following drugs in the quantities given:

Strychnin	* 0.18 per cent.
Boric acid	3.68 per cent.
Milk sugar	85.72 per cent.
Talc	3.53 per cent.
Starch	0.98 per cent.
Gum and coloring matter, of each.....	a trace

[*As separated from the preparation this alkaloidal matter contained traces of a basic dye which could not be completely separated from the alkaloid.]

Each tablet contained an average of about $\frac{1}{100}$ grain (0.01) of strychnin.

Box No. 3.—This package contained thirty grayish-pink tablets the average weight of each of which was nearly 3 grains. The examination indicated the presence of the following drugs in the proportions given:

Tartar emetic (antimony and potassium tartrate)...	15.50 per cent.
Gypsum (crystallized calcium sulphate).....	60.40 per cent.
Talc	3.20 per cent.
Starch and other vegetable tissue.....	1.10 per cent.
Gum and coloring matter, of each.....	a trace


DR. J. C. MASCARENHAS, F.C.S., K.S.B., ANALYTICAL AND CONSULTING CHEMIST AND ASSAYER. SPECIALIST IN FOODS, DRUGS AND MEDICINAL PREPARATIONS. EXAMINER AND TECHNICAL ADVISER. TELEPHONE: 7371 WALL. CODE USED: A.B.C. 8TH ED.	KING WILLIAM CHAMBERS 27 KING WILLIAM STREET. LONDON E. C. — APRIL 10, 1911.
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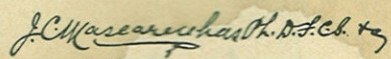
ANALYTICAL REPORT ON ... "ALCOLA."

(ANALYSIS MADE FOR THE PHYSICIANS CO-OPERATIVE ASSOCIATION
1006 SO. MICHIGAN AVE CHICAGO, ILL.)

I hereby certify that I have submitted the above preparation to a careful and exhaustive chemical examination and analysis and have failed to find anything therein that can prove injurious or harmful when taken or administered in accordance with the directions given.

Further, having regard to its composition, I am of the opinion that "ALCOLA" will be found to be a valuable and effective remedy for the purpose intended.




 ANALYST AND CONSULTING CHEMIST
AND MEDICO-CHEMICAL EXPERT.

The "analytical report" on Alcola by Dr. J. C. Mascarenhas, Ph.D., F.C.S., K.S.B., etc., looks imposing. It is not worth the paper it is printed on. Mascarenhas is connected with a fake organization—from which he derives one of his "titles" and he furnishes "analytical reports" for other "patent medicines."

Each tablet contains an average of about $\frac{1}{2}$ grain (0.46) of tartar emetic. The analyses indicate that the composition of Alcola as sold in this country is essentially the same as that of the product sold in Great Britain, a specimen of which was recently examined by the chemists of the British Medical Association (*Brit. Med. Jour.*, Jan. 20, 1912).

From this it will be seen that the tablets Nos. 1 and 2 contain strychnin, while tablet No. 3 contains tartar emetic. Each No. 3 tablet contains as much tartar emetic as constitutes an "average dose" according to the Pharmacopeia. This dangerous poison is thus sent out without warning and in a letter, which the purchaser receives soon after the "treatment" comes, the statement is made with reference to these tablets: "Don't be afraid to use them; if one

does not produce vomiting, you can in this case [when the victim is under the influence of liquor] use as many as three or four at one time." Thus the victim of alcohol, whose heart action is probably impaired, whose kidneys may be affected and whose stomach and intestines are in a more or less irritable condition, is to be given four times the average dose of a poison which is a heart depressant, which is a distinct irritant to the kidneys and to the gastrointestinal tract and which has been known to cause death in an adult from the very dosage recommended by the exploiters of Alcola.

A WORTHLESS ANALYSIS

Probably to offset the damaging disclosures of the chemists of the British Medical Association and in the hope of discounting any reports that may be made by American chemists, the Physicians Cooperative Association is now sending out, with its other advertising material, what purports to be an "analytical report on Alcola." The "analysis" is alleged to have been made by one "Dr. J. C. Mascarenhas, Ph.D., F.C.S., K.S.B., etc." The gentleman who has thus dipped into the alphabetical "grab-bag" and withdrawn as many letters as he can conveniently tack onto a name already sufficiently complicated, apprises the public of the fact that he is an "analyst and consulting chemist and medico-chemical expert" also a "specialist in foods, drugs and medicinal preparations" as well as an "examiner and technical adviser." Dr. J. C. Mascarenhas, Ph.D., F.C.S., K.S.B., etc., certifies that he has examined Alcola and has "failed to find anything therein that can prove injurious or harmful when taken or administered in accordance with the directions given." Mr. Mascarenhas is further of the opinion that "Alcola will be found to be a valuable and effective remedy for the purpose intended." Assuming that the "purpose" which Alcola serves is that of making money for its exploiters at the expense of those who are anxious to cure alcoholism in themselves or others, we might admit that Mascarenhas' opinion is a correct one.

By referring to our files, we find that Dr. J. C. Mascarenhas is a member—in fact, the "librarian," indeed—of a ridiculous organization, the "Society of Science, Letters and Art of London" so that, in addition to his other titular appendages, he may place the letters "F.S.Sc." after his name, indicating that he is a "fellow" of the Society of Science, Letters and Art. These "fellowships" come at one guinea (\$5) each, cash strictly in advance!

"GUARANTEED UNDER THE PURE FOOD LAW"

In the advertising matter which the Physicians Cooperative Association sends out, the following falsehood is printed:

"Alcola complies in every way with this law [the federal Food and Drugs Act] and the government has therefore issued to us 'Guarantee Serial No. 3200.'"

With the haziness that exists in the minds of many people regarding the scope of the national pure food law, it is worth while calling attention to the fact that the government does not issue any "guarantees." It does give to any person who asks for it, a "serial number" under which that person may "guarantee" his product. All that this means, is that should the preparation be found to be adulterated or misbranded under the law, the government will hold, as responsible, the person to whom the serial number was issued, and not the individual retailer who may act as an agent for the real seller.

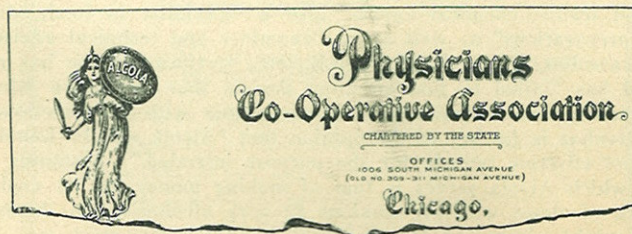
RE-VES-TO

Nor is Alcola the only product sold by the Physicians Cooperative Association. With the Alcola advertising matter is a circular detailing the mar-

velous properties of Re-Ves-To, which "quickly cures rheumatism, kidney disease, liver and bladder troubles." A one-dollar package of this wonderful remedy will be sent free "if you will send us only twenty-five cents to pay postage and packing expenses." That you may be able to tell whether you have some disease of the liver, kidneys or bladder, the following symptoms are given, among others, as "positive evidence" of the fact:

"Cold and sweaty feet."
 "Disinclination to work."
 "Extreme fondness for sweets."
 "Bad smelling breath."
 "Being nervous, fretful, gloomy or despondent."

These are a few of the "positive evidences" of disease of the kidneys, liver and bladder! If Edward F. Stace could make everybody believe that the symptoms just described indicate serious disease and, further, if he could make them believe that Re-Ves-To would cure such diseased states, there is little doubt that Re-Ves-To would be in every home. Fortunately, the number of persons who are willing to take Dr. Stace's word in matters of this sort is limited.



Photographic reproduction of the letterhead of the Alcola concern.

SUMMARY

To sum up: The Physicians Cooperative Association obtains victims by making false and misleading claims; Alcola will not cure drunkenness, whether administered with or without the patient's knowledge.

Not only is there danger in the public taking repeated doses of pills containing such powerful drugs as tartar emetic and strychnin—especially when lulled into a false sense of security by the claim that they are perfectly harmless—but a cruel and inhuman deceit is practiced on the unfortunate wives or children who purchase Alcola in the belief that with it they can cure secretly the husbands or fathers who are the victims of alcoholism. From the very nature of the case no publicity will be risked and the money that is sent in will never be demanded even though the purchasers are convinced that the product is worthless. And it is on this element of secrecy that the company plays:

"He will not notice it and need never know why or how he was made to stop drinking, unless you want to tell him. This is our way, the new way, the modern scientific way, and is it not much simpler, easier and better than wasting your time and temper trying to get him to stop by will power, pledges or promises—which he doesn't keep?"

Some "patent medicines" are more vicious than others. Next to the vampires who sell narcotic mixtures under the specious claim that they will cure drug habits, the most heartless are the exploiters of secret cures for drunkenness. —(From *The Journal A. M. A.*, May 4, 1912.)

DR. J. W. COBLENTZ AND COMPOUND OXYGEN

Dr. J. W. Coblentz, of Ft. Wayne, Ind., has for years operated a mail-order drug habit "cure." In the early nineties Coblentz—who admits that he has been addicted to the alcohol and morphin habits—advertised extensively to cure persons addicted to the morphin habit. Of late years he has not advertised, but has relied on circular letters for what business he could get.

When the government commenced investigating the Compound Oxygen Association, one of the post-office inspectors wrote, under an assumed name, representing himself as a man fifty years old who had been addicted to the morphin habit for about six years, and who was using about 15 grains daily. Coblentz replied that he could be cured in four treatments, and that the cost of treatment would be \$11. Advertising leaflets were also sent to this inspector in which it was stated that Coblentz' treatment was a "permanent and positive cure for the morphin habit." By implication the patient was led to believe that the "treatment" contained no morphin.

The inspector sent \$11 to Dr. Coblentz and received seven packages of medicines, which were analyzed by chemists in the Department of Agriculture.

No. 1.—A 16-ounce bottle of brown liquid, containing vegetable extractives, alcohol, water and morphin.

No. 2.—A 16-ounce bottle of brown liquid, having essentially the same composition as No. 1, except that there was some quinin salt in addition.

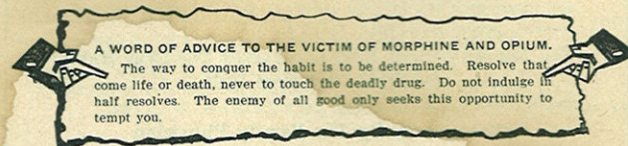
No. 3.—An 8-ounce bottle of liquid similar to that in Nos. 1 and 2, but with a smaller percentage of morphin.

No. 4.—A stomachic preparation, composed of water, alcohol, capsicum and morphin derivatives.

No. 5.—"Nervine Tablets;" chocolate-coated tablets of iron and quinin.

No. 6.—"Stomach Tablets;" sugar-coated tablets containing sodium bicarbonate, capsicum and strychnin.

No. 7.—"For the Bowels;" sugar-coated, laxative tablets containing aloes, cascara, ginger and licorice.



A photographic reproduction (reduced) of a paragraph in one of Coblentz' pamphlets. What can be thought of a man who urges the victims of the morphin habit "never to touch the deadly drug," while at the same time he is supplying "treatments" which are loaded with morphin?

It was shown at the trial that the twenty-four-hour dose of the "treatment" sent by Dr. Coblentz to the person who was supposed to be using 15 grains of morphin daily, contained 20 grains of morphin!

The post-office inspector testified that he had interviewed Dr. Coblentz, and that Coblentz had told him that he was "treating" about twenty-five patients for the morphin habit, and that these patients had been under "treatment" for from five to twenty years! Coblentz also admitted that the medicine which he sold to patients for the cure of the morphin habit contained morphin in about the same amount as the patient was accustomed to using, and that this quantity was continued throughout. Coblentz is said further to have

admitted that he had never really cured the appetite of anyone addicted to the morphin habit, but that the patients reached the point where he called them cured, but they had to keep up the use of the medicines. Correspondence was submitted at the trial which showed that one of Coblentz' patients had been taking the "cure" for fifteen years and was still taking it!

THE COBLENTZ
COMMON SENSE METHOD
OF CURING THE
Morphine, Opium, Laudanum,
OR ANY
DRUG HABIT

In putting this pamphlet before the public I wish to make my statements as plain and emphatic as possible. My readers will understand my motive for this when they learn that for twenty years I was a victim of this accursed habit and know that nothing but a common sense talk will appeal to you. In the first place

Do Not Try To Conceal The Fact
from your family or friends that you are a slave to the drug, for you can not do it. You may conceal your bottle or the needle and administer it in the secret hours of the night

But Its Effects Will Tell
and only antagonizes you with them.

Take Them Into Your Confidence
and secure their aid, for your family as well as every other well-thinking person know that

You Nor Any Other Ever Contracted The Drug Habit
Of Their Own Free Will.

In nine cases out of ten it was

Brought On By The Family Physician
who in case of an accident or long siege of sickness

Administered It To Relieve Pain

Photographic reproduction (reduced) of the first page of one of Coblentz' pamphlets. "The Coblentz Common Sense Method of Curing the Morphin . . . Habit" consisted in substituting a morphin mixture for the simple drug, thus creating a permanent customer for the "treatment!"

THE GOVERNMENT'S CASE

This, in brief, describes the government's case against Coblentz and his "drug cure." The Acting Assistant Attorney-General to the Postmaster-General, after considering all the evidence in the case, reported as follows:

"The respondent is engaged in mailing letters and printed circulars to morphin habitués, and is soliciting and obtaining money from such persons

by promising to cure them of that habit—that is to say, of the taste, desire and appetite for morphin, whereas, in truth, he does not intend to cure or try to cure such habit, but instead intends to furnish patients with a preparation containing substantially the same amount of morphin as they are accustomed to take, his purpose being to deceive such persons and to profit by their appetite for morphin and to get money out of them under false and fraudulent pretenses of furnishing them a cure for the habit, when he is simply furnishing the drug itself and not a cure.

"On full consideration of the case, I find that Dr. J. W. Coblentz, under his own name and under the name of the Compound Oxygen Association, Fort Wayne, Ind., is engaged in carrying on a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises. I recommend, therefore, that a fraud order be issued against him and said Association."

The order was issued.—(From *The Journal A. M. A.*, Dec. 10, 1910.)

"HAINES' GOLDEN TREATMENT"

"Dr. Haines' Golden Treatment" is sold and advertised by the Golden Specific Company of Cincinnati, Ohio. Before lying on the trade package carried with it a risk of prosecution, the "Golden Treatment" was sold as "Golden Specific." The preparation is one of the numerous "cures" for the liquor habit which are

FREE SAMPLE
GOLDEN TREATMENT
FOR
THE LIQUOR HABIT

GOLDEN TREATMENT is absolutely non-injurious to the most delicate system. It has no taste or odor. This is but a trial treatment to show how easily and secretly it may be given in food or drink, and cannot be expected to do what a full treatment will do.

DIRECTIONS FOR THIS SAMPLE.

If given secretly:—One Powder in a cup of *hot* tea or coffee, or other favorite beverage, at each meal; or it may be mixed with soft food.

If taken with full knowledge and consent of patient:—One Powder dissolved in half teacup of *hot* water, three times a day, before meals.

Fuller directions and suggestions accompany the full treatment.

DR. J. W. HAINES CO., Glenn Building, CINCINNATI, O.

Photographic reproduction (reduced) of the label on a sample package of "Haines' Golden Treatment for the Liquor Habit." Note the statement that the product "has no taste or odor"; then compare with the Laboratory Report.

supposed to be given secretly, curing the alcoholic in spite of himself. Here are some of the claims that have been made:

"Golden Treatment is Odorless and Tasteless—Any Lady Can Give it Secretly at home in Tea, Coffee, or Food."

"Golden Remedy, the Great Home Treatment For Drunkards."

"Let no woman despair. The sure quick permanent cure for drunkards has been found. It is Golden Remedy. It has no odor. It has no taste. Just a little is put in the drunkard's cup of coffee or tea or in his food. He will never notice it, he will be cured before he realizes it, and he will never know why he abandoned the taste for liquor."

"Golden Remedy has cured some of the most violent cases in a day's time."

"... a craving for liquor relieved in thousands of cases without the drinker's knowledge, and against his will."

Any one with an elementary knowledge of the treatment of alcoholism knows how cruelly false such claims as these are. Not only is the statement that the stuff will cure the drunkard "without his knowledge" and "against his will" a falsehood, but it is also a cowardly falsehood in that it deceives those who in the very nature of the case will hesitate to raise any protest against the deception.

The Golden Specific Company advertises that it will send a "free trial package" to any one who will use it. Those who answer the advertisements are sent (1) a form letter so prepared as to simulate an individual communication, (2) a sample of the "Golden Treatment" and (3) a booklet entitled "The National Curse, Drunkenness." The letter, the directions on the sample treatment, and especially the booklet all emphasize the alleged ease with which drunkards can be cured without their knowledge and against their will. Says the letter: "We are sending you a trial package of Golden Treatment . . . to prove to you how easily and secretly it can be given . . . without the drunkard ever sus-



Some typical advertisements of "Haines' Golden Remedy" (reduced) of various dates.

pecting that he is being treated at all." And the booklet: "Many drunkards have been made temperate men who have taken Golden Treatment in their coffee without their knowledge, and today believe They Quit Drinking of Their Own Free Will." And elsewhere in the book: "There is no opportunity of the victim knowing that he is being treated, and therein lies its greatest power for good." On the envelope containing the sample treatment we read: "This is but a trial treatment to show how easily and secretly it may be given . . ." The directions accompanying the sample are very brief, but the recipient is told that "fuller directions and suggestions accompany the full treatment."

Those who send for the "full treatment" (price \$3) receive a box containing forty powders. The directions accompanying the box are, as was promised on the "trial treatment," much fuller. Moreover there is a marked difference in the attitude of the company toward its victim after it once has received payment for its worthless treatment. The whole trend of the advertising (until the purchase is actually made and the money paid) is that of leading the prospective purchaser to believe that the "treatment" is not only efficacious when given without the knowledge of the patient, but that this is an ideal way to administer it. The directions that accompany the \$3 package of powders, however, express, or at

least imply, doubt as to the probability of success unless the patient is anxious to be cured of his habit and takes the stuff knowingly. "If necessary to administer without the knowledge of the patient . . ."—commence the directions after the victim has paid her money; and: "Whenever it is possible to induce the patient to take the treatment *voluntarily* with a full knowledge of its qualities and effects, it is always the better way . . ." Further, the poor woman, who has purchased this "treatment" in the belief that she can reclaim her husband or brother or father, without his knowledge, is told that "after patient has been under treatment for two days, give sponge (or towel) baths of warm salt water every three days for at least two weeks"! Finally, of course: "if one treatment does not succeed, get another quick."

There is no opportunity of the victim knowing that he is being treated, and therein lies its greatest power for good.

Furthermore, the drunkard usually resents the suggestion that he should take anything for his weakness. But Golden Remedy cannot be defeated by mere refusal, for it loses itself in his coffee or food and thus often in secret does good that otherwise might never have been done at all.

Least alarm. Never need he know how it was that he was reclaimed, in fact, in many cases, the drinker has believed that he stopped drinking of his own free-will!

No woman need have the least scruple about doing good secretly. A drunkard, it must be borne in mind, is usually not as able to take care of himself as is a child. Would you allow

Reproductions of clippings from the booklet sent to prospective victims by the Golden Specific Company. Note the emphasis put on the alleged power of the "Golden Remedy" to cure the liquor habit without the knowledge or cooperation of the patient.

Although the worthlessness of this product is obvious it was believed that its composition would be of interest, and an analysis of the stuff was made in the Association's laboratory. The report follows:

LABORATORY REPORT

"Original packages of 'Dr. Haines' Golden Treatment for the Liquor Habit' (price, \$3 each), prepared by the Golden Specific Co., Cincinnati, O., were submitted to the Chemical Laboratory for examination. Each box contained 40 powders, the average weight of each powder being .75 gm. (11.5 grains). The material had a light brown color, a celery-like odor and a sharp taste. Under the microscope a few starch grains resembling those of ipecac were discerned; wheat starch was present in relatively large amounts. Qualitative tests demonstrated the presence of capsicum, lactose, starch, a small amount of resin and a very small amount of alkaloid. The amount of alkaloid was so small that positive tests could not be obtained for the ipecac alkaloids. Emodin-bearing drugs were not present. The quantitative determinations were ash 1.47 per cent.; moisture (loss at 130°) 4.29 per cent.; lactose 47.5 per cent.; alkaloids 0.0003 per cent. From the analysis it appears that Dr. Haines' Golden Treatment is composed essentially of milk sugar, starch, capsicum and a minute amount of ipecac."—(From The Journal A. M. A., Oct. 27, 1917.)

THE RICHIE MORPHIN CURE

In his series of articles on "The Great American Fraud" which ran some years ago in *Collier's*, Mr. Samuel Hopkins Adams devoted one chapter to "The Scavengers." This appropriate title he applied to those who, under the guise of selling mail-order "cures" for the morphin habit, fostered the slavery of the drug habit for their own profit by substituting for the morphin addiction an addiction to their villainous mixtures of opiates. One of the concerns described by Mr. Adams in this chapter was the Richie Company, Brooklyn, N. Y., of which he said:

"Surrounded by the best religious influences, in the Presbyterian Building at 156 Fifth Avenue, New York City, the Rev. W. N. Richie, D.D., holds forth. Here, in pious words, he invokes the aid of Heaven upon his transactions. He has another address, 105 St. James Place, Brooklyn, where he does the work of Hell. By his catch-word, 'for the sake of humanity,' he has inveigled a number of well-meaning and otherwise intelligent gentlemen into supporting his scheme with their names. As high-minded a man as the late Rev. John Hall was duped, and his picture is now used on the cover of one of the Richie circulars. Rev. Dr. Burrell, the late Rev. S. S. Baldwin, Rev. C. A. Stoddard, and the editors of the Independent, Christian Work and other religious journals appear as endorsers of the Richie 'cure.' The 'literature' gotten out by the reverend exploiter reeks of a smug pseudo-piety. He recommends his nostrum as a 'Painless cure for all drug habits. Only cure endorsed by the secretaries of Foreign Mission Boards, Inter-denominational Committee, etc.' He claims that it will cause 'actual destruction of the desire for narcotics.' On his letter-head appear conspicuously the words 'Supports better than the drug. No substitute.' Mark that 'No substitute.' This means that in the remedy no drug is substituted for the one used by the victim. It is a lie. The Rev. Dr. Richie knows it for a lie. So well does he know it that his employees dare not back it up in their correspondence. After procuring a sample of the output, I wrote, under an assumed name, saying that it produced the same effect as morphin, and asking if it contained any of that drug. Here is the reply: 'There would be no special advantage in our denying or asserting the use of morphin or opium in the remedy.' 'No special use,' indeed! Their sample, on analysis, contains 2.12 grains of crystallized morphin per dose.

"I am invited to cure myself by taking this stuff four times a day. If I lived through the first dose, the second would kill me, or any of my readers who is not a morphin fiend. The ordinary dose is one-eighth of a grain, heavy dose one-fourth of a grain. But the Richie Company supposes I can stand more, so they endeavor to foist their concoction on me in place of my supposed addiction. How does this comport with their 'No substitution' claim? This and other questions I put in writing to the Rev. Dr. Richie. He has not answered it. His silence is not surprising. It is the part of wisdom—or, at least, caution. I'm not certain just how to place this reverend gentleman. It may be that he has been fooled into believing in the 'Richie cure,' and that he is an exemplar of a type of asininity so baneful and deadly that its possessor ought, for the sake of the public, to be permanently established in an asylum for the dangerously imbecile. But I think not. I think he cannot be ignorant of his traffic in ruined lives. This alternative implies flat criminality. Nor has the divinity doctor always eluded the clutch of the law. He has been convicted and fined for practicing medicine without a license."

The foregoing appeared in *Collier's* Sept. 22, 1906. On Jan. 5, 1909, June 5, 1909, and March 15, 1910, the Richie Company shipped from the state of New York into the District of Columbia three consignments of its "cure." Samples from the different consignments were analyzed by the Bureau of Chemistry of

the Department of Agriculture, and the federal chemists reported that the product consisted of a water-alcohol solution of morphin sulphate, glycerin, pepsin, salicylic acid and undetermined matter. The first shipment consisted of five bottles which contained morphin sulphate in amounts varying from 14.2 grains to the fluidounce to 9.2 grains to the fluidounce. The ten bottles in the second shipment contained this same drug in amounts varying from 12.35 grains to 7.21 grains to the fluidounce. The third shipment of ten bottles also contained morphin sulphate, varying in amounts from 15.85 to 8.22 grains to the fluidounce.

On March 14, 1911, more than two years after the first shipment was made, the United States Attorney for the Eastern District of New York, acting on the report of the Secretary of Agriculture, filed an information against William N. Richie and Grant N. Richie, who were copartners under the name "Richie Company." The product was declared misbranded because the bottles and packages did not bear a statement on the label of the quantity and proportion of morphin. On March 18, 1911, the two Richies entered a plea of "not guilty" and three months later filed a demurrer. The court overruled the demurrer and on April 2, 1913, William N. Richie and Grant N. Richie withdrew their former plea of "not guilty" and entered a plea of "guilty." The court suspended sentence!—[Notice of Judgment No. 2554; issued Oct. 31, 1913.]

TESCUM AND NICOTOL

"Tescum" and "Nicotol" were two nostrums put out by the H. J. Brown Medicine Co. of Cleveland, Ohio.

"Tescum" was sold as an alleged cure for drunkenness and "Nicotol" as an alleged cure for the tobacco habit. They were both worthless humbugs. According to the Tescum advertisements: H. J. Brown was a drunkard who finally reached the place where he was drunk practically all the time; a former

There's a Woman to Blame For Every Man Who Smokes
Since It Is So Easy to Break the Tobacco Habit

If He Drinks Give Him TESCUM POWDERS Secretly
Any mother, wife or sister can stop the Drink Habit, if she wants to do so. Thousands of women are happy today because they gave their husbands, sons or brothers "Tescum" instead of "Knowledge of the Drink Habit."

Wife to Blame if Husband Drinks, Says Druggist Brown, of Cleveland, Who Tells Wife What To Do
New Treatment Given Without the Consent or Knowledge of the Drinker

friend wrote to Brown's sister, whose home was in Germany, telling of his condition; the sister "consulted a famous chemist, who gave her a prescription, a secret formula," and told her that, if she could arrange to put it in Brown's coffee or tea, "it would destroy the appetite for alcohol in any form"; the sister took the first steamer for New York, and immediately began to give him the remedy unknown to him; the remedy cured him!

As has been said before, any drug which is sold under the claim that it may be given secretly to a victim of drunkenness and cure him of the habit is sold under cruelly lying claims. Its exploitation is a heartless and cowardly fraud.

Tescum was reported on by the Dairy and Food Division of the Board of Agriculture of Ohio some time ago which declared that it consisted chiefly of tartar emetic. This drug is an irritant poison and may profoundly depress the heart. To sell a mixture of this kind without warning as to its dangerous character is little less than criminal.

"Nicotol" was described in the advertisements as a "Home Treatment Given Secretly that Destroys the Craving for Tobacco." Of course, a cure for the tobacco habit can no more be produced without the knowledge and cooperation of the patient than can a cure for the alcohol habit be produced under the same conditions. The advertisement continued:

"To break a man of the tobacco habit, go to your druggist and get a package of Nicotol powders. Give him Nicotol secretly in food or drink as directed, and in a short time tobacco becomes distasteful."

Then there was this sort of bosh served up to the public:

"Thousands of men suffering from fatal diseases would be in perfect health today were it not for the deadly drug Nicotine."

Several of the Nicotol advertisements featured a "Dr. Connor, formerly of Johns Hopkins Hospital" and quoted this hypothetical individual as having had remarkable success with the use of Nicotol. The advertising of this concern became so flagrant that the National Vigilance Committee of the Associated Advertising Clubs of the World investigated the matter and in September, 1920 issued a special bulletin giving the results of their investigation. According to their report, the Nicotol "treatment" consists of two kinds of tablets, one called "Nicotol" and the other "Tokosan." The chemist who examined these tablets for the National Vigilance Committee reported that Nicotol Tablets "contained substantially nothing more than corn starch, calamus and probably some charcoal." And they added "our examination failed to disclose any markedly active medicinal substance." The Tokosan Tablets, according to the same authority, "contained corn starch and cinchona bark (quinin)," and these were the only constituents the chemists were able to identify. As for Dr. Connor, the Johns Hopkins Hospital had never heard of him and reported that he had never been carried on their rolls either at the hospital or medical school.—(From "Nostrums and Quackery," 1921.)

VARLEX COMPOUND

"Varlex Compound," put on the market by the Varlex Manufacturing Company, Kansas City, Mo., is sold under the claim that it can be given secretly to "cure" the liquor and tobacco habits. There is no preparation that can be given secretly to cure alcoholism; wives and children of inebriates reading advertisements of the Varlex type purchase the worthless nostrums, often with money that can be ill afforded, in the hope of releasing father or husband from the thralldom of alcoholism. Those engaged in the business of selling these alleged cures know full well that there is not one chance in a thousand that the return of the money spent will be demanded; for, in the nature of the case, the victims are unwilling to risk the publicity that such a demand would bring.

Varlex Compound is advertised by the "prescription fakes" method. Under the heading "Home Recipe for the Liquor Habit" the claim is made that a

"well-known physician located in the Middle West, who has treated thousands of cases of the liquor habit" gives the following "simple inexpensive prescription that can be given secretly in coffee, milk, water or in the food." The alleged prescription is:

Water	3 oz.
Muriate of Ammonia	20 grains
Varlex Compound	1 pkg.
Pepsin	10 grains

A package of "Varlex Compound" was submitted to the Association's laboratory. Here is the report of analysis:

LABORATORY REPORT

One package of "Varlex Compound for Making a Treatment for the Liquor and Tobacco Habit," prepared by Varlex Mfg. Co., Kansas City, Mo., was submitted to the Chemical Laboratory for examination. The package contained about 48 grains of a brownish-white powder, having a slightly sweet taste. Qualitative tests demonstrated the presence of milk sugar (lactose). Alkaloids and metallic substances were not found. Quantitative determinations indicated that the powder consisted of approximately 97 per cent. lactose and 3 per cent. moisture. In other words, it appears to be essentially milk-sugar.

The swindler who sells fake mining stock to widows and the hold-up man who makes women and girls his victims rank higher, morally and ethically, than those who would sell worthless nostrums to unfortunate women who grasp, despairingly, at the promise that with the aid of these mixtures they can free their loved ones from the slavery of drink. Kansas City, Mo., is the home of more than one medical humbug but none is more disreputable than that exploited by the Varlex Manufacturing Company.—(From *The Journal A. M. A.*, Nov. 6, 1915.)

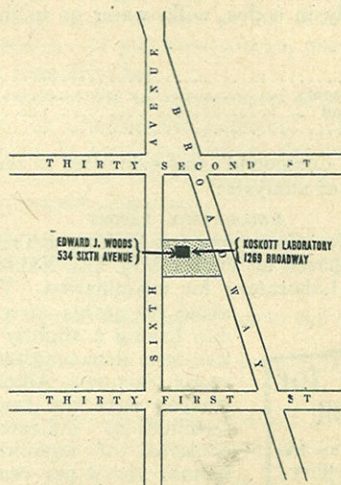
Home Recipe for the Liquor Habit

Well Known Physician Who Has Treated Thousands of Cases Gives Out Simple Home Recipe to Be Given Secretly.

A well known physician, located in the Middle West, who has treated thousands of cases of liquor habit, in a recent interview made the following statement: "The cost of the drugs used to treat the liquor habit in the high priced sanitariums is very little. Here is a simple, inexpensive prescription that can be given secretly in coffee, milk, water or in the food as it has no taste, color or smell. To 3 oz. of water, add 20 grains of muriate of ammonia, a small box of Varlex Compound and 10 grains of pepsin. Put into coffee or food a teaspoonful three times a day. This prescription is perfectly harmless, can be filled at any drug store and will be found very effective in the treatment of the liquor habit."

EDWARD J. WOODS

Edward J. Woods, 534 Sixth Avenue, New York City, advertises extensively, on both sides of the Atlantic, to cure alcoholism. Sometimes he uses his own name; sometimes he uses the name, Dr. Mary E. Webb, Boston, Mass. Woods, being nothing if not versatile, also is interested in a cure for bald heads, as well as in a preparation to take the "kinks" out of the hair of those members of the colored race who are dissatisfied with the head covering that Nature provided. His trade name in this latter line of endeavor is the "Koskott Laboratory," which is advertised as being at 1269 Broadway, New York City. The connection between Edward J. Woods, 534 Sixth Avenue, and the Koskott Laboratory, 1269 Broadway, is not evident to those unfamiliar with that part of New York City. As a matter of fact the two addresses are of one place, the building running through from Sixth Avenue to Broadway and having entrances on both streets.



To those who are not familiar with New York City the connection between 1269 Broadway (the address of the Koskott laboratory) and 534 Sixth Avenue (the address of Edward J. Woods) would not be evident. As a matter of fact, these two addresses represent one building that runs through from Sixth Avenue to Broadway. This map makes it clear.

Woods sells not only cures for baldness, cures for drunkenness, cures for tobacco habit and cures for "kinky" hair in negroes, but he also dispenses a line of cures for rheumatism, catarrh, asthma, "nervousness" and sleeplessness, to say nothing of a cure for blushing, "complexion wafers," "wrinkle removers" and pile remedies.

DR. WEBB—STOOL-PIGEON

Should you read Dr. Mary E. Webb's advertisement, you will learn that she appeals particularly to "wives, mothers, sisters, daughters, friends of men who drink liquor or beer." She has, so run her advertisements, a "42 days' free treatment, of Kotalko" which may be "taken in tablets or dissolved in tea, coffee, milk, etc." You are asked to enclose the inevitable ten cents "to pay part cost of advertising and postage." You write for a free treatment. A letter comes back in skilful imitation of handwriting with certain

Photographic reproduction of the letter, printed in imitation of handwriting, which Mary E. Webb sends to those who answer her advertisements. The parts around which we have drawn heavy lines were filled in by hand in ink that closely matched the balance of the letter. The name of the dead president, whose memory these ghouls attempt to befoul, we have blotted out.

parts so filled-in as to lead the uninitiated to suppose that it is a personal communication. You are told that Dr. Webb is "interested in your manly letter."

A LETTER IS WRITTEN

The "manly letter" referred to, in at least one instance, was written by a young woman connected with THE JOURNAL office and read as follows:

"Please send me full particulars about your drink cure."

"In view of what you write about your own case and the fact that you show such strong character in your handwriting as well as your statements, and particularly as you have been drinking for so many years, I am not sending you my Kotalko Tablets because you expect a complete cure and my tablets would not accomplish same in your case. I am, therefore, returning your 10 cents in stamps, [Ten cents was not sent, in this instance, so Dr. Webb adds the postscript: "You failed to send stamps, so I am not enclosing any."] Mr. C. _____ and I have written about your case, giving my favorable and professional report to Mr. Edward J. Woods, 534 Sixth Avenue, New York City. His is the one and only cure for your case and it will accomplish the result in 72 hours by the clock.

ANALYSES—OF COURSE!

It is hardly necessary to say that Woods can produce not only analyses, but also testimonials. Why not? There never yet was a quack but could produce testimonials by the basketful. "Dr." A. B. Griffiths, of London, who calls himself an "analytical and consulting chemist," certifies to the wonderful power of Woods' "specific treatment of alcoholism." Again, we remind our readers that Griffiths' analyses cost one guinea (\$5) and that represents their total value. It is worth mentioning, incidentally, that when Woods placed his order for an analysis of his cure for drunkenness he also seems to have called for a similar analysis of his Koskott cure for bald heads. Probably Griffiths offers reductions for analyses when ordered in quantities.

[illegible]

Willard H. Morse, M.D., of Westfield, New Jersey, another "consulting chemist," goes A. B. Griffiths one better and not only praises Woods' nostrum but "guarantees" Woods' "system." Morse, on this side of the Atlantic, and Griffiths on the other side are both members of that serio-comic humbug, the "Society of Science, Letters and Art" of London. Hence they both have the privilege of writing "F.S.Sc. (Lond.)" after their names. This privilege costs one guinea but isn't worth it. In addition to the testimonial of "Dr." Griffiths and Dr. Morse, we have equally flattering comments both from Dr. Mary E. Webb, to whom we have already referred, and from Dr. John L. Corish. Dr. Corish, it may be said, is in the mail-order medical business himself and exploits "Dr. Corish's Okola Method," which is "the original and genuine system for treating eye strain at home."

THE SLIDING SCALE OF PRICES

Like most mail-order quacks, when Woods cannot get full price for his "treatment" he takes less. In this case the price is gradually diminished from

"You will feel like a different man entirely. You will be astounded at the benefit. It is the same treatment as has cured many noted men, including ex-President [Here follows the name of one of America's greatest presidents and best-loved men] and others of brains and ability. Your letter reveals you to be a man who will do wonderful work when entirely cured of the accursed disease."

And so on, *ad nauseam*. Sure enough, by the next mail came a letter from Edward J. Woods in imitation typewriting, explaining how perfectly simple it was to cure alcohol addiction with "Wood's Remedies." "My price is \$10." Accompanying the letter was a booklet entitled "Confessions of a Former

\$10, until it reaches \$1. It might be laid down as axiomatic that those who will persist in wasting their money on mail-order medical fakes should make a practice of waiting six months after receiving the first letter. They will then find that, no matter how much is at first demanded, the price will have been reduced to one-fourth or even to one-twenty-fifth of the original amount.

As was stated at the onset, Woods advertises on both sides of the Atlantic; in fact, his activity in Great Britain seems to be even greater than it is in this country. The chemists of the British Medical Association recently analyzed Woods' nostrums. The complete "treatment" for "curing drunkenness secretly" consists of 60 powders and 68 tablets. The analyses of these are detailed as follows:

"The powders had an average weight of 9.9 grains, single ones varying from 7.2 to 11.9 grains. Analysis showed them to contain:

"Tartar emetic	3.6 per cent.
"Sugar of milk.....	96.4 per cent.

"No trace of any other substance was found. A powder of average weight would thus contain 0.35 grains of tartar emetic.

"The tablets had an average weight of 1.6 grains. Analysis showed them to contain:

"Tartar emetic	13.2 per cent.
"Boric acid	10.7 per cent.
"Sugar of milk.....	76.1 per cent.

"No trace of any other substance was found. One tablet would thus contain 0.2 grain of tartar emetic, and the daily dose of three powders and three tablets would contain 1.65 grains.

"The estimated cost of materials for 60 powders and 68 tablets is about 1d." (2 cents.)

Although Woods advertises to cure drunkenness in 72 hours, it takes about two weeks to consume all the powders and tablets that are sent as one "treatment." At the end of that time, the victim is told to order more.

"Even if six months are required to accomplish the desired purpose, it is a highly satisfactory reward for the expense, time and effort used."

Nor is Woods content to conduct his business at long range. A few weeks ago he was fined \$500—the maximum penalty—for practicing medicine in New York State without a license. His success as a mail-order quack seemed to have led him to believe that he was immune to arrest. Fortunately the New York County Medical Society is active in protecting the public from such humbugs and therefore brought suit against Woods, with the result just stated.

Edward J. Woods, then, who is willing to acknowledge that he "was rarely sober in sixteen years," is at present engaged in selling a mixture of tartar emetic and milk sugar under the fraudulent claim that it will cure alcoholism in 72 hours. As an accomplice, he has employed a woman physician who is a disgrace to her profession—a woman, whose wicked falsehood regarding, and inferential slander of, a dead president makes it easy to classify the concern that stands sponsor for it. By means of lying advertisements and fake analyses, Woods will mulct the wives and children of inebriates on the specious claim that his worthless mixture when secretly given will release the father or husband from the thralldom of alcoholism. Week after week money that in many cases should go to purchase the necessities of life is emptied into the coffers of a man whose past life he admits was a disgrace. Knowing that the chances are not one in a thousand that those who are, in

their ignorance, trying secretly to cure members of their immediate family of alcoholism, will be willing to risk the publicity that a demand for the return of their wasted money would bring, Woods calmly continues his nefarious trade unmolested and unafraid.—(From *The Journal A. M. A.*, Feb. 17, 1912, with additions.)

[The Boston newspapers for July 13, 1912, reported the arrest of Dr. Mary E. Webb for shoplifting. She pleaded guilty and was fined \$20. In addition to acting as stool-pigeon for Woods' disreputable business, Dr. Mary E. Webb has also been quacking it on her own account. She exploited the "Progressive Home Treatment for Deafness" in which two "special remedies" were used, "Aura-alpha" and "Aura-maga."]

Woods' Tobacco-Habit "Cure" Humbug

In addition to his cure for drunkenness, Woods sells what he calls his "C Treatment" as a cure for the tobacco habit. Like the cure for inebriety, the "C Treatment" is advertised with a certificate of analysis—price \$5—issued by that purveyor of fake analyses, "Dr." A. B. Griffiths. His advertising booklet is made up largely of material known among mail-order medical fakers as "scare stuff." Lurid pictures are drawn of the results of using tobacco and a "schedule" is given that purports to show "some of the bad effects of the use of tobacco." This "schedule" contains over one hundred pathologic conditions ranging from Apoplexy, Brain Disorder, Cancer and Diarrhea through Locomotor Ataxia, Malnutrition and Night Sweats down the alphabet to Tumors, Ulcer of the Stomach, Weakening of the Intellect and Yellow Skin. To indicate his altruistic attitude in the matter he urges the use of his tobacco cure even though he admits that the use of tobacco results in baldness (for which Koskott is recommended) and alcoholism (for which his drunkenness remedies are sold).

THE MANY COLORED PILLS

Those who send for the Woods "C Treatment" receive eight small boxes of pills and tablets. Each box is numbered and has the following contents:

- Box 301:—10 pink-coated tablets.
- Box 302:—22 small brown tablet triturates.
- Box 303:—10 pink-coated tablets.
- Box 304:—6 chocolate-coated tablets.
- Box 305:—4 drab-colored uncoated tablets.
- Box 306:—10 dark gray uncoated tablets.
- Box 307:—2 small chocolate-coated tablets.
- Box 308:—10 large chocolate-coated tablets.

These eight small boxes are packed in a larger box which also contains "directions for taking Woods' 'C Treatment Set.'" These "directions" are said to be "a Monograph on Overcoming Tobacco and Snuff Craving by John L. Corish, M.D." Corish, it may be remembered, is a man whose testimonial is published recommending Woods' Cure for Alcoholism; he is moreover, the stool-pigeon for the Okola Laboratory, one of several quack concerns at Rochester, New York.

A set of Woods "C Treatment" for the tobacco habit was examined in the Association's laboratory and the chemist's report follows:

LABORATORY REPORT

Box 301:—The pink-coated tablets in this box were found to have as their chief constituent resin of podophyllum, phenolphthalein and starch.

Box 302:—The brown tablets in this box contain a brown dye and bitter non-alkaloidal extract, which was not identified but which was probably extract of quassia and milk-sugar. Alkaloids were absent.

Box 303:—Pink-coated tablets containing aloin and strychnin.

Box 304:—Brown-coated tablets containing asafetida. Alkaloids were absent.

Box 305:—Containing gray tablets consisting of starch, talc, and a trace of an alkaloid, which was not identified.

Box 306:—The gray tablets in this box were found to contain strychnin, iron carbonate and brucine as their chief ingredients.

Box 307:—The two brown-coated tablets in this box contained methylene blue and a little starch.

Box 308:—Large brown tablets which were found to contain calcium carbonate, powdered charcoal and a trace of methyl salicylate.

With the exception of the tablets in Box 305, the findings (which were qualitative only) of the Association's chemists agreed substantially with those of the chemists of the British Medical Association in an analysis made of the Woods Treatment as sold in Great Britain. The British chemists reported that the specimens of tablets No. 305 examined by them, contained reduced iron and a trace of an alkaloid which appeared to be strychnin; the specimen sent out under the same number and examined in the Association's laboratory contained a trace of an unidentified alkaloid but no reduced iron.

This analysis shows that the mental element is expected to play an important part in the Woods "treatment." The varied colors and shapes of the tablets, the fact that they are to be taken every hour, are sometimes to be chewed, sometimes swallowed and sometimes dissolved makes clear the large part that suggestion is expected to play in the "treatment." The addition of asafetida is also doubtless for its subjective effect while the methylene blue pill is counted on to impress the patient with the idea that the tobacco is being eliminated from the system.

"FAVORABLE SIGNS" MADE TO ORDER

In the letter that Woods sends with the "treatment," he gives a list of what he terms "favorable signs for which we may watch." Some of these are:

"1. Offensive smelling perspiration, indicating diaphoretic action and exudation of the poison of tobacco. This odor will disappear and the skin should be in cleaner, healthier condition.

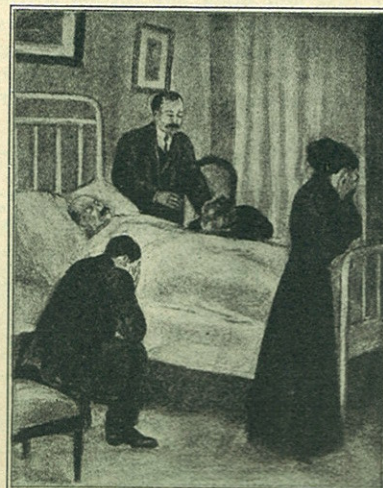
"2. Very frequent movement of the bowels and strong odor from excrement. In a day or two the action of the bowels should be regular and healthier.

"3. Frequent urination and if it is of a greenish color at times it is proof positive that my C. Set of Remedies is eliminating the poisons and clearing the kidneys as well as the bladder. Very soon the urine should be a clear color."

Every physician will recognize that the "favorable signs" for which the patient is instructed to watch are in reality nothing more than the physiologic results of the drugs that are given in the "treatment." "Offensive smelling perspiration" of course follows the ingestion of asafetida; "frequent movement of the bowels" naturally result from taking purgative pills of phenolphthalein, podophyllum and aloin. A "strong odor from excrements" is also a result of taking asafetida. "Frequent urination" that is "of a greenish color at times" is due to the pills of methylene blue.

All of these tricks are as old as quackery itself but apparently none the less profitable. Every purchaser of the Woods C Treatment—the tobacco cure—is urged to send for the "E Treatment Set" which is said to strengthen the heart, eradicate dyspepsia and "remarkably improve" the kidneys, liver and bladder as well as to "overcome chronic hoarseness." The price of the "E Treatment Set" is \$10.

That individuals who have made up their minds to give up the use of tobacco may do so coincidentally with the taking of the Woods Treatment is doubtless true. That the treatment itself has any value as a cure for the tobacco habit, no one who is competent to express an opinion could admit. While not as cruel a humbug as his "cure" for alcoholism, his tobacco habit cure is just as fraudulent and just as worthless.—(From "Nostrums and Quackery," 1912.)



Why He Died Forty Years Too Soon

This man smoked and smoked—and smoked. He brought a terribly nervous condition upon himself and lost much contentment through the tortuous "condition" of tobacco.

He lost the better half of his life, too, for here he lies dead! He cultivated cardiac disorder, almost deliberately, for he well knew that the excessive indulgence in tobacco was weakening his heart.

Finally, while having only reached middle age, he died of heart failure. He might have lived forty years longer if he had got rid of the tobacco habit. Verily, cigarettes are coffin nails and tobacco loosens the coffin! The Woods C Treatment could have saved this man's life and it would also have been good for his family. If you use tobacco, beware of heart disease!

EDW. J. WOODS, Inc., 534 Sixth Ave., New York, N. Y.

A sample of some of the "scare stuff" sent out by Woods in his endeavor to frighten tobacco-users into ordering his worthless "cure."

The U. S. Government Declares Edward J. Woods, Inc., a Fraud

No longer will the Edward J. Woods fakery, exploiters of fraudulent drink and tobacco habit cures mulct the American public. On Feb. 24, 1921, "the Postmaster-General issued a fraud order against Edward J. Woods, Inc., and its officers and agents as such, at Station F, and 534 Sixth Avenue, and 142 East 32nd Street, New York."

While it is not necessary to give in any great detail the government's case against Edward J. Woods, Inc., there are some interesting facts brought out by Judge W. H. Lamar, Solicitor for the Post Office Department, in his memorandum to the Postmaster-General recommending the issuance of a fraud order. The Woods concern was called upon, July 12, 1920, to show cause on or before Aug. 10, 1920, why a fraud order should not be issued against it. A continuance was granted to August 31 and later postponed further to September 9, both delays being given on the application of W. J. Fallon, a New York lawyer who was counsel for Woods. On September 9, W. J.

“The representations contained in this circular matter are obviously designed, first, to create in the mind of the reader fear of the disastrous effects of the tobacco habit, and thereby stimulate demand for the Woods remedies, and, second, to induce the reader to believe that he should not rely upon his own will power to stop the habit, but should purchase the Woods treatments.”

"Accompanying the circular matter containing the foregoing representations are leaflets containing large cuts depicting so-called 'hypothetical cases' showing the dire results following the use of tobacco. One picture is headed 'Almost Deliberately Committing Suicide' and shows a physician bandaging a man's leg. Another picture is headed 'Failing Eyesight and Blindness Due to Tobacco.' Another shows 'How Terrible Diseases Are Spread,' with an alleged scene in a tobacco factory. One picture shows a man in the midst of his family suddenly gone insane, and is headed 'He Was an Inveterate Cigarette Smoker.' Another picture shows a death-bed scene, under which is printed 'Why He Died Forty Years Too Soon.'

"The evidence shows that while the immoderate use of tobacco aggravates some of the conditions referred to above, the foregoing representations with respect to the harmful effects directly attributable to the immoderate use of tobacco are false. It is deemed unnecessary to set forth in detail all of the testimony with respect to the foregoing representations. However, it may be stated that the experts who testified on

A Valuable New Book Dealing in Plain Terms with the Dangers of the Tobacco Habit Describes a Simple, Easy Home Method Which Conquers All Craving in a Few Hours

First of all, let me say that I am not a preacher, a temperance lecturer or a professional moralist. I am a plain business man who has passed through a great deal of life's experiences, and I have written this book with no other object in mind than that to be plain and faro, to tell what I know of an evil which is seriously injuring the nation. If men (and women, too) who are preventing our sons from attaining the success in life that their fathers have enjoyed, are doing this for the sake of their souls and physical vigor, which is injure the body, enfeeble, shorten, and all vital organs of the body, which may truly be said to be man's mortal enemy. I refer to the tobacco habit. My book describes a simple home method whereby any tobacco user may expeditiously get rid of all desire for tobacco.

WHY TOBACCO IS DEADLY

That it may be understood why tobacco can ensure such a bold step in vitiation, let me say something about how it affects the system. The chief deadly poison in tobacco—nicotine—is its harmful work through the nerves which control the heart's action. A little nicotine causes the heart to beat more rapidly, and a larger quantity makes it work too soon and too hard. The effects here are to deplete and to paralyze. Under the influence of this poison the action of the heart becomes irregular, now feeble and fluttering, now choppy, and at times weak. Often there is a severe pain in the heart, sometimes with gasping breath, extreme pulse and fainting. The pain tells about such a condition of the heart. Here is easily read the affliction known among medical men as "collapse heart" and "heart failure" in England "hearting heart." Such a condition is not only distressing but dangerous.

DEADLY IN ALL ITS FORMS

It does not matter in what form tobacco is used; the effects of excessive use of tobacco, in the end, are almost the same. Many say that cigarettes alone are harmless because of the small amount of tobacco used. But cigarettes, cigars and pipes, all the degree of use, are poisonous. Nothing is farther from the truth. It makes no difference how the tobacco is used—if smoked, chewed or taken as snuff—across-the-board the nicotine gets into the system and does its terrible work.

STUFFIES THE BRAIN

Even friends of tobacco will admit that it suffocates the nerves. But the nervous system and the brain are very closely associated with one another. The brain itself is nothing but a mass of nerve tissue. Anything which acts upon the nervous system will act upon the brain, for the brain is the seat of the nervous system. The brain is the thinking part of the human body. By keeping up a depressing effect upon the brain the mind is more or less enfeebled. And even though the victim may not know it, his power will be lessened. His mental power will dwindle. His memory becomes bad. He will forget what he has read. He cannot act with decision. His brain seems enfeebled. And so it goes. When a man takes tobacco he is enfeebling his brain. He is weakening his mental power. He is making it less ready to be complete with a man whose brain is not poisoned by tobacco and whose mind is not stupefied by the narcotic which comes from the millions of dollars are lost each year by this lack of brain power—by weakened mental strength.

HOW THE SYSTEM IS WEAKENED

The gradual (recessive) taking into the system of the alienation poisons the blood, in addition to having a destructive effect on the brain and nervous system. Its action is through the spinal cord to the brain and then to the heart through what the physicians call the sympathetic nerve. The alienated man is affected, together with the heart, and the muscular system is relaxed and paralyzed. The action in time is to disturb the active delicately balanced organism of the human body.

The Arch Destroyer of Effi

[illegible]

THE REASON WHY WILL-POWER FAILS

If you are an habitual user of tobacco, it is very probable that you have tried many times to quit, but although your will-power may be strong you failed to quit tobacco for good. This is the reason why. The first reason you failed to quit was that you had not been able to keep your system. You are using tobacco unconsciously. It is almost impossible for the tobacco victim to perserverance quit without help. Before you can be free from this addiction you must first get your system back into normal condition. You must eliminate all elements of poor diet, bad habits, poor circulation, poor health, poor blood, poor nervous system, poor vitality, poor general appearance, good health, peace of mind and contentment. You must drive away all the elements of poor health and poor vitality. You must get your system back into normal condition and eliminate the situation that you have been leading into your system for years.

I WANT YOU TO HAVE MY BOOK

Often a simple little act changes the whole course of a man's life. Dear Reader,

[illegible]

Respectfully yours,
E. J. Mendenhall

The Arch Destroyer of Efficiency; Deadly Enemy of Mind and Body—TOBACCO!

In addition to a cure for the drink habit and tobacco habit, Woods also has a "weak men cure" as a side-line. Here is a reproduction greatly reduced of an advertising leaflet enclosed with the tobacco cure material.

behalf of the respondent agreed with those produced by the Government as to the falsity of the statements to the effect that 'if a comparatively small quantity of tobacco were swallowed by a person, there would probably be terrible agony followed by death,' and that syphilis and cancer are 'contracted chiefly through smoking pipes which have been in the mouths of others, etc.,' and the 'nicotin-poisoned fathers' may transmit 'symptoms of tobacco poisoning' to their offspring. It was pointed out by one of the experts who testified for the Government that tobacco is an antiseptic and that the germ of syphilis cannot live in ordinary room temperature.

"All of this literature is written in the first person and purports to have been affidavited by E. J. Woods, himself. In one of the circulars appears a 'sworn affidavit' by E. J. Woods, who 'states that he personally receives and handles primarily the correspondence of Edward J. Woods, Inc.' The literature is so drawn as to lead the reader to believe that Woods, himself, was formerly a 'heavy smoker' and that he cured himself of the 'tobacco curse.' However, the evidence shows that Woods is a tobacco smoker."

Throughout the advertising matter sent out by the Woods concern the impression is left that Woods himself is the discoverer of these remedies. But as Judge Lamar points out:

"In this connection the evidence shows that Woods, who is not a physician, was for a number of years employed as a nurse in the alcoholic ward of St. Vincent's Hospital, New York, New York; that he does not know whether these remedies are efficacious and that he consulted with Dr. John L. Corish in getting up the formulas. Dr. Corish, a witness for the respondent at the hearing, testified that he furnished the formulas for these medicines."

In this connection it is worth reminding the reader that Corish is the quack whose name was used by the Okola Laboratory fraud that was put out of business by the federal authorities in February, 1914. This fraud was exposed in THE JOURNAL, May 9, 1914, and the entire matter is reprinted in the pamphlet "Medical Mail-Order Frauds."

Throughout the circular matter sent out by the Woods concern, it was repeatedly asserted that a person cannot and should not by the exercise of his will power, stop the tobacco habit, and the victim was led to believe that

Tobacco Habit Easily Conquered

A New Yorker of wide experience has written a book telling how the tobacco or snuff habit may be easily and completely banished in three days with delightful benefit. The author, Edward J. Woods, TA-160, Station F, New York City, will mail his book free on request.

The health improves wonderfully after the nicotine poison is out of the system. Calmness, tranquil sleep, clear eyes, normal appetite, good digestion, manly vigor, strong memory and a general gain in efficiency are among the many benefits reported. Get rid of that nervous feeling; no more need of pipe, cigar, cigarette, snuff or chewing tobacco to pacify morbid desire.

A typical Woods advertisement notifying the public that the tobacco habit may be "easily and completely banished in three days."

the Woods medicines contain some drug which would inhibit the craving for tobacco. Of course, the treatment contained no drug or combination of drugs which do any such thing. The memorandum continues:

"When five dollars is sent for the 'C Treatment Set' a package containing several boxes of different colored pills and tablets, numbered from 301 to 308 inclusive, and a leaflet containing 'Directions for Taking the Woods C Treatment Set' is sent. This leaflet contains a so-called 'Monograph' signed 'Experienced Physician,' who, the evidence shows, is Dr. Corish, in which the patient is advised that if he can not win with the Woods C Treatment Set, it is his 'own fault' and that 'after the splendid aid given by the Woods C Treatment, any man who says he has not the moral courage to control himself surely ought to hang his head in shame.' The 'Experienced Physician' then prescribes seven 'Health Rules,' and the patient is advised that 'if you find that the cathartic effect is more than you can bear, you can omit one dose of No. 303. . . ."

Following this "Monograph" appears "Health Rule No. 8," which is printed in italics and reads as follows:

"No tobacco of any kind is to be used during the three days that the C Set of Remedies is being taken. Use no tobacco after you have taken the first (No. 301) tablet at 7 p. m. of the day that you begin."

"Before he parts with his money the patient is led to believe that he will secure a treatment which contains some drug which will stop the craving or inhibit the desire for tobacco from the time he begins taking it. He is repeatedly told that he can not and will not stop the use of tobacco himself. Yet, when he parts with his money and receives the 'treatment' he is for the first time told that he must use no tobacco after he has taken the first tablet. All of the experts who testified at the hearing before this office, including Dr. Corish, who wrote the formulas, agreed that this rule is the most important feature of the 'treatment.' Unless the patient himself stops the use of tobacco, the 'treatment' is worthless. On the other hand, if the habitué will stop the use of tobacco, he can 'cure' himself without the aid of drugs.

"The patient is also advised in the above mentioned leaflet that 'the best time to begin—for most persons—is on a Friday evening.'"

"A witness who took the 'treatment' and followed all of the directions, in testifying for the government stated that the only effects he noticed from the 'treatment' was its 'extremely vigorous' cathartic action and a 'marked diuretic action.' He stated that he had 'the desire, the craving' for tobacco from the beginning to the end of the 'treatment,' and 'as the time proceeded it got stronger.' The fact that the 'treatment' is recommended for the week-end would indicate that the promoters realize that, owing to its cathartic effect, it can not be followed in all cases without loss of time, as they so unqualifiedly state in the literature offering the 'treatment' for sale."

The composition of the various pills and tablets in the "C Set" is given in the memorandum as follows:

Regarding the methylene blue and asafetida tablets, Judge Lamar reports:

No. 301: Cascarin 2 gr., Podophyllin $\frac{1}{8}$ gr.

No. 302: Powdered Extract of Quassia $\frac{1}{20}$ gr., Artificial Brown Color $\frac{3}{100}$ gr., Milk Sugar 1 gr., Powdered Acacia $\frac{1}{80}$ gr., Starch and Oil q. s.

No. 303: Aloin $\frac{3}{8}$ gr., Podophyllin Resin $\frac{1}{16}$ gr., Extract of Nux Vomica $\frac{1}{60}$ gr., Oleoresin Capsicum $\frac{1}{16}$ gr., Croton Oil $\frac{1}{100}$ min.

No. 304: Powdered Valerian 1 gr., Powdered Sumbul 1 gr., Gum Asafetida 1 gr.

No. 305: Powdered Extract of Gentian $\frac{1}{4}$ gr., Iron and Ammonium Citrate $\frac{1}{4}$ gr.

No. 306: Bland's Ferrous Carbonate Mass 3 gr., Extract of Nux Vomica $\frac{1}{60}$ gr.

No. 307: Methylene Blue $\frac{1}{2}$ gr., Powdered Nutmeg $\frac{1}{4}$ gr., Extract Kava Kava 1 gr., Oil Sandalwood q. s.

No. 308: Purified Willow Charcoal 1 gr., Papain $\frac{1}{4}$ gr., Oil of Betula $\frac{1}{25}$ gr.

"The methylene blue contained in No. 307 of the 'C Set' adds a greenish blue color to the urine. The asafetida in No. 304 makes the excrement very malodorous. The effects mentioned naturally follow, in all cases, the use of those drugs whether or not the patient uses tobacco. It was brought out at the hearing that formerly the patient on being sent the remedy was told to watch for 'favorable signs,' such as bluish green urine and malodorous excrement, which would indicate that the nicotine poison was being eliminated from the system. The 'directions' now being sent out with the 'treatment' contain no admonition to 'watch for favorable signs,' but the ingredients which manufacture those 'signs' are still retained in the 'treatment,' the patient being left to discover the 'signs' himself. The use of these trick ingredients indicates that the originators and promoters of this so-called 'treatment' realize the worthlessness of the drugs employed.

"Counsel for the respondent stated at the hearing that the 'Woods CC Set' for the treatment of tobacco habit secretly was discontinued several months before the citation was issued."

The case against these quacks is summed up in the closing paragraph of the memorandum:

"The evidence shows that none of these so-called 'treatments' contain any drug or combination of drugs which will create an 'abhorrence' or 'associated distaste' for tobacco, and that the principal feature of the 'C' and 'CCC' 'treatments' is the direction to stop the use of tobacco. In effect the patient pays his five dollars to be told to quit tobacco.

"The postmaster at New York, New York, reports that this concern receives on an average of two hundred letters a day.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and therefore recommend that a fraud order be issued against the name set forth in the caption of this memorandum."—(Modified from *The Journal A. M. A.*, March 19, 1921.)

SOME BRIEFER PARAGRAPHS

Antialkoholism Drink Cure.—According to a report published in the *Pharmaceutical Journal and Pharmacist*, May 9, 1914, "nothing but milk sugar could be identified in this remedy."

Antidipso.—This alleged cure for the drink habit was sold by a London concern and was analyzed by the chemists of the British Medical Association. The "cure" consisted of two powders, white and colored, respectively. The white powders were found on analysis to contain about one-fourth potassium bromid, and three-fourths milk sugar; while the colored powders contained one-third potassium bromid, and two-thirds milk sugar.

Carney Common Sense Opiate Cure.—This preparation was analyzed by the Massachusetts State Board of Health, which reported in 1907 that the stuff was a series of solutions containing various quantities of morphin.

Coho Drink Cure.—This preparation, according to the *Pharmaceutical Journal and Pharmacist*, May 9, 1914, "is said to be a weak alcoholic solution flavored with essential oils, among which caraway and cinnamon could be recognized by odor."

Coza Powder.—This preparation, sold from London, England, as a cure for drunkenness, was analyzed by the chemists of the British Medical Association, who reported that it consisted of baking soda 90 parts, powdered cinnamon 5 parts, powdered cumin 5 parts.

Dipsocure.—This is another "drink cure" that was analyzed by the chemists of the British Medical Association. It consisted of two powders, brown and white. They were identical in composition except for a small amount of coloring matter, and analysis showed them to contain acetanilid 6 parts, potassium bromid 35 parts, milk sugar 59 parts.

Easy-To-Quit.—This product seems to have been put out by the Rogers Drug & Chemical Co., Cincinnati, O. According to a special bulletin issued by the North Dakota authorities in December, 1916, the preparation was found to consist of vegetable tissue and a crystallized substance, mainly milk sugar. It also was alleged to have given a reaction for apomorphin but the sample was too small for a positive test.

Elders' Celebrated Tobacco Specific.—H. W. Elders of St. Joseph, Mo., shipped into the state of Michigan a quantity of a drug preparation having the name given above and under claims that were in part as follows:

"Cures Smoking, Chewing, Cigarette and Snuff Dipping Habits in three to five days."

"It is as Certain in its Cure as are Taxes and Death sure to all."

"Oldest, Cheapest, Best. Thousands so testify."

"A positive cure for the 'Tobacco Heart.'"

"Contains no injurious drugs or ingredients."

Tobacco Habit Quickly Conquered
Dr. Elders' Tobacco Boon Banihah
 All Forms of Tobacco Habit
 In 72 to 120 Hours.
 Guaranteed positively to be a harmless, swift and permanent relief from the slavery of the Tobacco Habit. Easy to take. No craving for Tobacco after the first dose. One to three boxes sufficient for all ordinary cases. Proofs in plenty from those who have experienced the wonderful benefits of Dr. Elders' Guaranteed Home Treatment.

I Wish I Could Quit Tobacco
 They write like this: "I wouldn't take \$1000 for what you did for me." "I never have a hankering for tobacco any more." "One box of your Tobacco Boon cured me after 20 years habit." "Used tobacco in all forms for 17 years; three boxes cured me." "I cannot praise your Tobacco Boon enough. Other Mothers can also cure their sons." "Used Tobacco for almost 64 years and I cannot express my gratitude to you for putting me in my present condition." Remember, a legal binding guarantee of results in every case, or money refunded. It will surely pay any one to send for Free Booklet giving full information of Elders' Tobacco Boon. Home Treatment. Address DR. ELDERS' SANITARIUM, Dept. 236 St. Joseph, Mo.

Dr. Elders' Tobacco Boon Banihah
 Boon Cured Me

Analysis by the government chemists showed that the tablets consisted essentially of cocain derivatives, strychnin and cinchona alkaloids. The cocain, strychnin and cinchona alkaloids amounted to about $\frac{3}{40}$ of 1 per cent. The remainder of the tablets consisted of sugar and starch with a small amount of ginger, the whole being flavored with artificial oil of wintergreen. As the tablets were not a specific for the tobacco habit and as it did contain "injurious drugs or ingredients," the product was declared misbranded. Elders pleaded guilty and was fined \$100 and costs.—[*Notice of Judgment No. 930*; issued July 13, 1911.]

Frank's Cure for Inebriety.—The *Pharmaceutical Journal and Pharmacist*, May 9, 1914, declared that this "is a white, sweetish powder. It is stated to consist of 4.9 per cent. of tartar emetic, and 95 per cent. of milk sugar."

Harrison's Opium Cure.—This preparation, according to a report published in 1912 by the Idaho authorities, contained nearly 20 per cent. of alcohol and 5 per cent. of opium.

Kilo-Tobac.—This preparation was put out by the Anti-Tobacco Co. of Omaha, Neb., according to a special bulletin issued by the authorities of North Dakota in December, 1916, and was sold under the claim: "The three-day tobacco remedy succeeds where all others fail." According to the North Dakota chemists the preparation consisted of two products, a liquid which was found to be essentially a water-solution of 1 per cent. of silver nitrate and some tablets which appeared to be essentially starch with piperin (from pepper) and nuxvomica.

Matchette's Indian Tobacco Antidote.—This preparation, according to the North Dakota chemists (1910) was essentially a mixture of bitter drugs.

Normyl Treatment.—This preparation for alcoholism, alleged to be a discovery of a Canadian, was first exploited in the British Isles and later came to this country. The chemists of the British Medical Association analyzed it and reported that the "full course" consisted of 24 days' medicine, supplied in 24 bottles. Their analysis showed the stuff to contain 75.5 per cent. alcohol, an alkaloid consisting principally of strychnin with a little brucin, the amount corresponding to about 38 minims of tincture of nuxvomica to each bottle. There was also found a non-alkaloidal bitter principle which, apparently, was picrotoxin. In Great Britain the stuff, because of the presence of strychnin, had to be labeled "Poison" in accordance with the Pharmacy Act.

Orrine.—This alleged cure for the alcohol habit was sold in two forms, one to be given secretly, and the other to be taken voluntarily. "Orrine No. 1" has been analyzed by various state chemists. The Connecticut report for 1914 declared that the stuff contained over 84 per cent. of milk sugar, 15 per cent. ammonium chlorid, and $\frac{1}{2}$ of 1 per cent. gold chlorid.

Plummer's Tobacco Cure.—This, according to the North Dakota Experiment Station Report for 1910, consisted essentially of pieces of gentian root.

St. Anne's Morphin Cure.—This product, according to the state chemists of Massachusetts (1903) contained 1 grain of morphin and 1.8 grains of caffeine to the fluid ounce.

St. James Society Drug Cure.—The St. James Society of New York City sold a morphin mixture to morphin habitués, under the guise of a "cure." Its method was to send its poor dupes a series of bottles labeled 1 to 10, containing a mixture of morphin and alcohol. The Bureau of Chemistry of the Department of Agriculture, U. S. Government, declared two of the shipments made by this concern misbranded under the Food and Drugs Act in that the amount of morphin and alcohol found in the preparation was different from that stated on the label. The St. James Society pleaded guilty and was fined \$25.—[*Notice of Judgment No. 1291; issued April 4, 1912.*]

Starnes Drug-Habit Cure.—W. A. Starnes, Atlanta, Ga., shipped a number of bottles of a preparation supposed to be a cure for the drug habit. Analysis disclosed the presence of morphin, and as there was no statement to that effect, the product was declared misbranded. The defendant pleaded guilty and was fined.—[*Notice of Judgment No. 694; issued Dec. 17, 1910.*]

Teetolia Treatment.—This nostrum for the alleged cure of alcoholism was put out by the Teetolia Treatment Association of London, England. The "treatment" cost one guinea (about \$5, normal rate of exchange) and consisted of a little over 2 ounces of a liquid. The preparation was analyzed by the chemists of the British Medical Association, who reported that it contained over 29 per cent. by volume of alcohol, and 2.3 per cent. of alkaloid, principally quinin.

Temperancia Association Treatment.—This was an alleged treatment for alcoholism put out by the Temperancia Association of London, England. The "treatment" came in two forms: a liquid, to be used in voluntary self-treatment, and some powder in capsules to be used when the treatment was given secretly, that is without the patient's knowledge. The cost of either treatment was two guineas (about \$10, normal rate of exchange). The British Medical Association had the so-called secret treatment analyzed. Their chemists reported (in 1912) that the capsules contained a light brown powder, varying in amount in different capsules from 5 grains to about 9½ grains. Analysis showed this powder to consist of powdered cinchona, milk sugar and magnesium carbonate. The estimated cost of the powders comprising one complete treatment, selling for \$10, was 1 penny (2 cents).

To-Bacco-No.—This preparation was dealt with in the *Michigan Food and Drug Monthly*, published by the state authorities, July, 1920. According to this publication the product was put out by the To-Bacco-No Laboratory of Detroit, Mich., and was recommended as a sure remedy for cigarette and tobacco habit. The report states that the preparation "was examined in the State Food and Drug Laboratories and found to contain silver nitrate, licorice and water."

Tobacco Redeemer.—One broken package of Tobacco Redeemer, manufactured by the Newell Pharmacal Company, St. Louis, was sent to the Chemical Laboratory for examination. The package contained two boxes. Qualitative tests indicated the following:

The larger box contained dark brown tablets bearing the letters "N.N." These tablets were quite bitter and the taste of licorice was very pronounced. A small amount of alkaloids was present but did not respond to tests for strychnin, quinin, caffeine, or mydriatic alkaloids. The tablets probably contain licorice and a bitter drug such as gentian as constituents. The smaller box was labeled "Tonic Tablets." This box, as received, contained five tablets. These had a red coating easily removed by water, and also a covering of calcium carbonate, inside of which was a brown mass very bitter in taste. This

inner substance responded to tests for aloes or other emodin-bearing drug and strychnin. Owing to the limited amount of material other tests were not made.—(*From the Annual Reports of the A. M. A. Chemical Laboratory, 1915.*)

Tucker's Drug-Habit Cure.—W. J. Tucker, Atlanta, Ga., shipped a quantity of a drug product, alleged to be a cure for the drug-habit, to the District of Columbia. The stuff was analyzed by the government chemists and found to contain both alcohol and morphin. As the presence of neither of these substances was stated on the label, the preparation was declared misbranded. Tucker pleaded guilty and a fine was imposed.—[*Notice of Judgment No. 693; issued Dec. 17, 1910.*]

Weatherby's Opium Antidote.—This preparation was reported by the Idaho state chemists in 1912 to contain 1½ grains of morphin to each 100 c.c.

White Ribbon Remedy.—This alleged cure for alcoholism came in the form of powders, 12 to a box, price \$1. The state chemists of Connecticut analyzed the preparation in 1914, and found it to contain about 95 per cent. milk sugar, and about 5 per cent. ammonium chlorid. At this rate it would be necessary for the patient to take 18 powders, costing \$1.50, to obtain an ordinary dose of ammonium chlorid.

Winder Drug Habit Cure.—In May, 1911, E. B. Meeks, doing business as the Dr. Winder Drug Co., Chicago, shipped a quantity of a drug product for the alleged cure of the morphin habit, which the federal authorities declared misbranded. The "cure" consisted of a bottle of liquid and four powders. The federal chemists reported that the liquid contained 88.5 per cent. of alcohol and that the four powders contained morphin sulphate in the following proportions: No. 1, 92.79 per cent.; No. 2, 88.04 per cent.; No. 3, 70 per cent.; No. 4, 69 per cent. The government charged that the percentage of alcohol and the proportion of morphin sulphate were not clearly declared on or in the package. In May, 1914, Meeks pleaded guilty and was fined \$100 and costs.—[*Notice of Judgment No. 3410; issued Jan. 14, 1915.*]

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PAMPHLETS ON THE NOSTRUM EVIL AND QUACKERY

Prepared and Issued by the Propaganda Department of The Journal
of the American Medical Association

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(Prices include postage)

This list is subject to change. Write for a descriptive price list of pamphlets and other publications dealing with the nostrum evil and quackery.

"AT THE BAR OF PUBLIC OPINION"

[Price, 10 cents]

This is a collection of quoted opinions from newspapers and magazines on the subject of the nostrum evil and quackery. The criticisms, coming from sources which might be financially benefited if they kept silent, are of particular interest.

AMERICAN MEDICAL ASSOCIATION

535 NORTH DEARBORN STREET, CHICAGO, ILL.

NOSTRUMS and QUACKERY

[VOLUME I—1912]

For some years THE JOURNAL of the American Medical Association has published articles dealing with quackery and the "patent medicine" evil. These have been brought together, elaborated and freely illustrated to make the book *Nostrums and Quackery*. The book was published in the belief not only that the information ought to go to the public, but also that the public desired just such information.

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This book is bound in dark green cloth, stamped in gold. More than 700 pages. Over 300 illustrations.

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NOSTRUMS and QUACKERY

and

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